APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

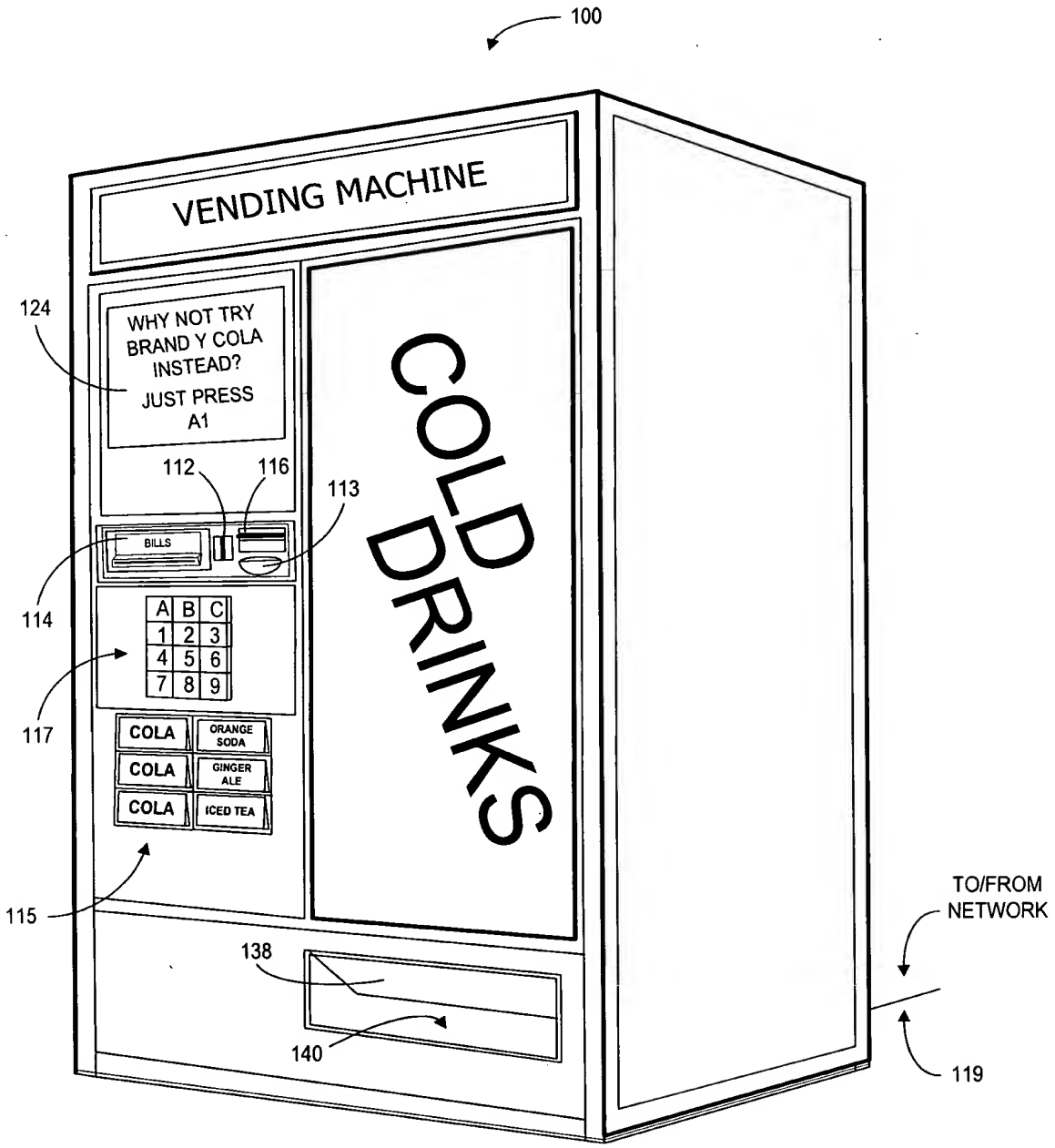



FIG. 1

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

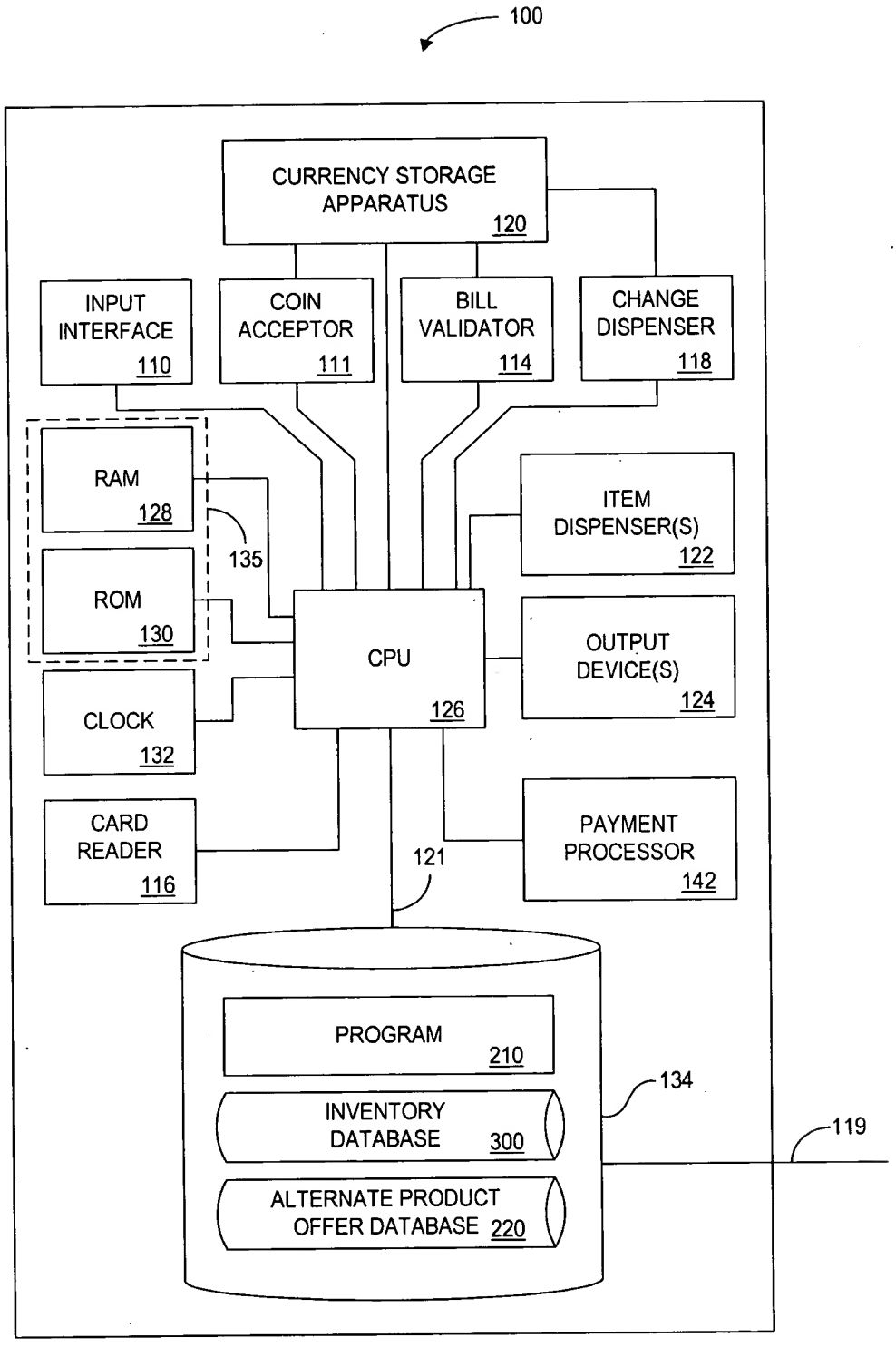
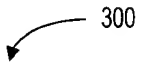



FIG. 2

APPROVED BY DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

09858901 - 260594




| PRODUCT DESCRIPTION 310 | PRODUCT DISPENSER IDENTIFIER 320 | PRODUCT COST 330 | PRODUCT PRICE 340 | CURRENT DEMAND RATE 350 | QUANTITY REMAINING 360 | EXPIRATION/ RESTOCK DATE 370 |
|---|---|---|---|---|---|---|
| COKE® | A1 | $0.30 | $0.75 | 1 / 9 HOURS | 12 | 2/15/99 |
| DIET COKE® | A2 | $0.25 | $0.75 | 1 / 10 HOURS | 9 | 2/15/99 |
| SUNKIST® | A3 | $0.30 | $0.65 | 1 / 15 HOURS | 15 | 2/15/99 |
| SNACK 1 314 | B1 | $0.25 | $0.50 | 1 / 12 HOURS 354 | 21 | 2/20/99 374 |
| SNACK 2 | B2 | $0.20 | $0.50 | 1 / 11 HOURS | 21 | 2/20/99 |
| SNACK 3 | B3 | $0.20 | $0.65 | 1 / 10 HOURS | 14 | 2/20/99 |
| | | | | | | |

FIG. 3

APPROVED BY DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

09082901-20050804-0

400

| ORIGINALLY REQUESTED PRODUCT 410 | ALTERNATE PRODUCT 420 | APPLICABLE ALTERNATE PRODUCT OFFER RULES 430 | ALTERNATE PRODUCT OFFER MESSAGE 440 | HISTORICAL ACCEPTANCE RATE 450 | ACCEPTANCE SIGNAL 460 |
|---|---|---|---|---|---|
| A1 | A2 | N/A 431 | <C:\WAVE_FILE1> 441 | 70% | A2 |
| C_ | C_ | ALTERNATE PRODUCT MARGIN > ORIGINALLY REQUESTED PRODUCT MARGIN 432 | "WHY NOT TRY BRAND [_] INSTEAD? JUST PRESS C[_]." 442 | 57% | C_ |
| B1 | B2 | ALTERNATE PRODUCT QUANTITY > 5 REMAINING 433 | <C:\OFFER.MP3 443 | 29% | B2 |
| C1 | C3 | ORIGINALLY REQUESTED PRODUCT' S DEMAND RATE≥ 1 / 5 HOURS 434 | "WHY NOT TRY BRAND [_] INSTEAD? JUST PRESS C3." 444 | 45% | C3 |
| C1 | C_ | ALTERNATE PRODUCT'S DEMAND RATE < 1 / 17 HOURS 435 | "WHY NOT TRY BRAND [_] INSTEAD? JUST PRESS C2." 445 | 47% | C_ |
| C2 | C3 | ALTERNATE PRODUCT'S EXPIRATION/ RESTOCK DATE < ORIGINALLY REQUESTED PRODUCT'S EXPIRATION/RESTOCK DATE 436 | "WHY NOT TRY BRAND [_] INSTEAD? JUST PRESS C3." 446 | 81% | C3 |
| C3 | C1 | ALTERNATE PRODUCT WILL EXPIRE IN 3 DAYS 437 | "WHY NOT TRY BRAND [_] INSTEAD? JUST PRESS C1." 447 | 72% | C1 |
| B2 | C3 | ALTERNATE PRODUCT'S ACCEPTANCE RATE > 90% 438 | "WHY NOT TRY BRAND [_] INSTEAD? JUST PRESS C3." 448 | 95% 458 | C3 |

FIG. 4

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

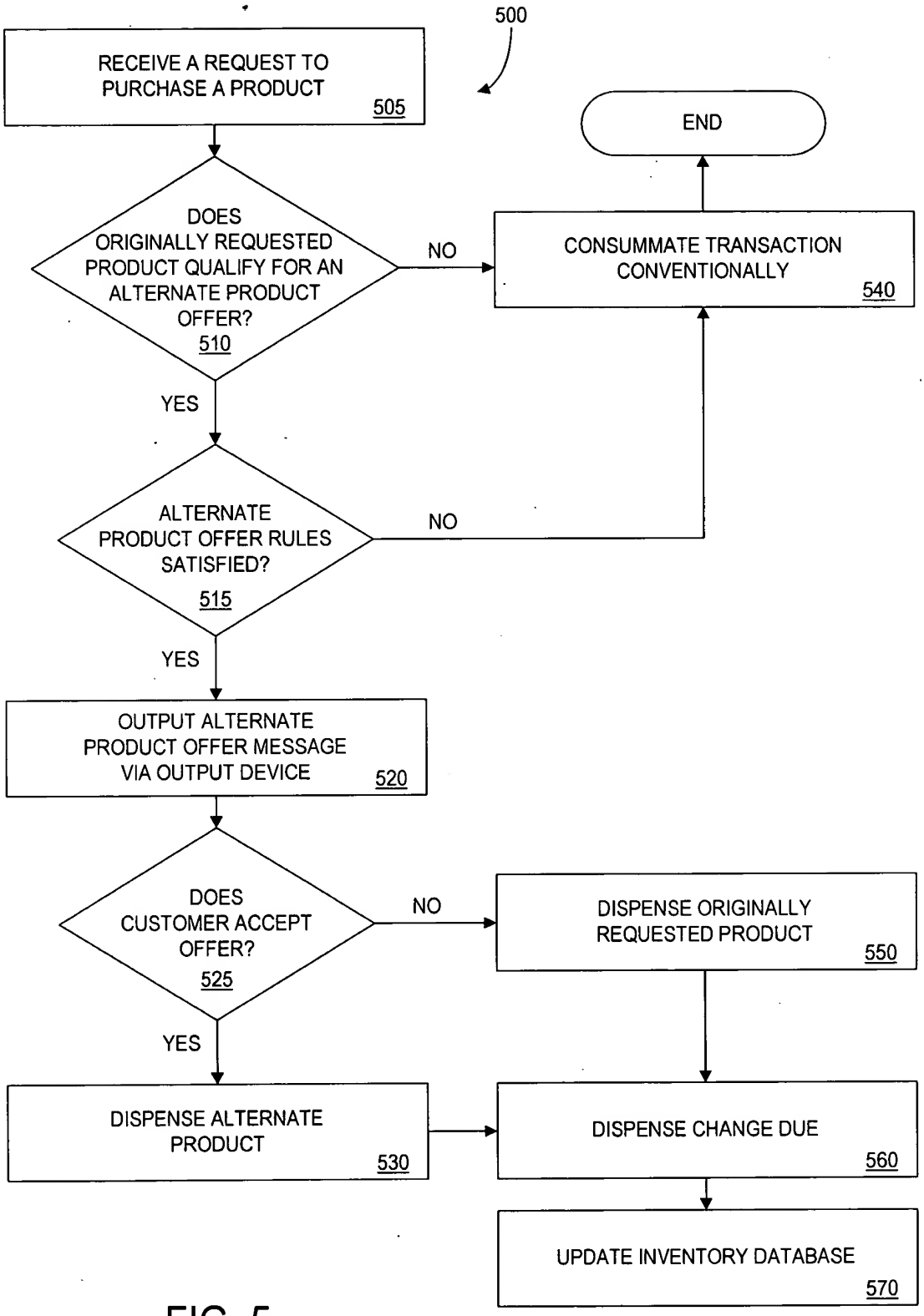



FIG. 5